DOCUMENT RESUME

ED 476 128 HE 035 831

AUTHOR	Gould, Eric
TITLE	The University in a Corporate Culture.
ISBN	ISBN-0-300-08706-3
PUB DATE	2003-00-00
NOTE	243p.
AVAILABLE FROM	Yale University Press, P.O. Box 209040, New Haven, CT 06520 ($35). Tel: 800-987-7223 (Toll Free); Fax: 800-777-9253. Web site: http://www.yalebooks.com.
PUB TYPE	Books (010) -- Reports - Descriptive (141)
EDRS PRICE	Document Not Available From EDRS.
DESCRIPTORS	Corporations; *Democratic Values; *Higher Education; *Liberalism; Marketing of Education
IDENTIFIERS	Corporate Policy; *Market Value

ABSTRACT

This book examines how the liberal democratic principles driving higher education often conflict with the market pressures to credential students and other knowledge that has a clear exchange value. The chapters are: (1) "A Complex Mission in a Market Culture"; (2) "The Consumerist Culture of the University"; (3) "A Corporate Ethos"; (4) "Faculty and the Division of Labor"; (5) "The Ideal of a Liberal Education"; (6) "Knowledge, Modernity, and Pragmatism"; and (7) "Democratic Education." (Contains 152 endnotes.) (SLD)

Reproductions supplied by EDRS are the best that can be made from the original document.

THIS
DOCUMENT
NOT
AVAILABLE
FROM

EDRS